



The New and Expanded Simple Steps, Smart Savings Program

In November, CLEAResult was selected as the Simple Steps program implementer for a new program that will officially launch on April 1, 2015. Some program elements will stay the same and some new opportunities are being introduced by utility request.

What stays the same?

There will be no interruptions to the current retail markdown (rebate) model for CFLs, LEDs and Showerheads. Utilities may also continue to access services for Bulk Purchase, Direct Mail and Direct Install. The program implementer will continue to provide the same great service with monthly invoices and budget management for participating utilities.

What's new?

- New Products: Appliances (refrigerators, freezers and clothes washers) are being added to the program. Appliances will be available beginning June 1, 2015.
- New program models and mechanisms: Some of the exciting (but a little scary) elements of the updated program are that we will be introducing new ways of working with our retailer and manufacturer partners. This is necessary to create new ways of encouraging consumers to purchase energy efficient lighting, showerheads, and appliances, and to maximize savings for the region. Some of these new mechanisms were presented during three Program Design Workshops held Jan 15, 22, and 27. Presentations can be found [here](#) in the Program Tools and Resources section.
- More direct access to the program: The new program will aim to treat every participating utility as a program manager. Utilities will be invited to attend the Monthly Program Management meetings to review progress, hear updates, and weigh-in on program planning options. *Both participating and interested utilities (and program implementers) are welcome to participate in these calls.*

February Simple Steps Monthly Program Managers Meeting

Thursday, Feb. 26, 10:00 – 11:30 a.m.

Phone: (866) 807-6648, participant passcode 7363190# (Reminder: *6 to mute/unmute phone)

<https://www.livemeeting.com/cc/bpa/join?id=BS7Q7&role=attend>

Add to my Outlook Calendar:

<https://www.livemeeting.com/cc/bpa/meetingICS?id=BS7Q7&role=attend&i=i.ics>

Questions: Please contact Dave Murphy, BPA Simple Steps Program Manager, at demurphy@bpa.gov or Ryan Crews, CLEAResult, at (503) 688-1569 or ryan.crews@clearesult.com.

